EATON'S

Fashion Show

Don't miss EATON'S Pre-view of Spring Millinery Fashions sponsored by St. Matthew's Evening Guild.
Thursday, February 5th, at 3.00 p.m.
St. Matthew's Church Hall
Tickets 50c, Including Tea

the "Costume"

A luminous green print deftly designed in a becoming Costume ensemble. For town or tea . . . don the smart pouch-back jacket . . . for dancing and dinner wear just the smart Empire-line sheath. Size 14. Jacket and dress fully lined. As illustrated. **59.95**

Others from **39.95**

EATON'S—Dresses, Second Floor, Phone EV 2-7141

Footnote for Spring

GLENEATON

"Gossip" Shoes

Shorter skirts and simpler lines have given overnight stardom to shoes this Spring . . . and the brightest stars in EATON'S wonderful new shoe fashions are Gossips by Gleneaton . . . Come, choose from our exciting collection of "Footnotes for Spring."

a. Black Patent
Polished patent with illusion or narrow high heel, neatly pointed toe. Comfortable Caressole insole. Leather trim on vamp.

b. Mayfair Calf
Styled with becoming illusion heel, comfortable Caressole insole. Pale Spring shade. Note neat buckle and leather bow trim on vamp and smart pleated trim on toe.

c. Black Suede
Smartly styled with high heel and needle pointed toe. Faille and bow trim on vamp, Caressole insole. Sanitized for extra protection and comfort.
All styles, in sizes 5 to 10.
EATON Price, pair

18.95

EATON'S—Family Shoe Centre, Second Floor, Phone EV 2-7141

A Valentine for Him

Smart Pyjamas

He'll remember Valentine's Day all year if you give him these smart pyjamas of fine washable cotton broadcloth. White grounds with gay hearts and cupid Valentine patterns. Trousers have elastic waist, jacket is tailored with button front. Sizes A to D, 36 to 42.

Pair **6.95**

Boxer Shorts

White with gay Valentine patterns. Of fine quality cotton broadcloth with elastic boxer-style waist. Sizes 30 to 38.

Pair **2.00**

EATON'S—Men's Wear, Main Floor, Phone EV 2-7141

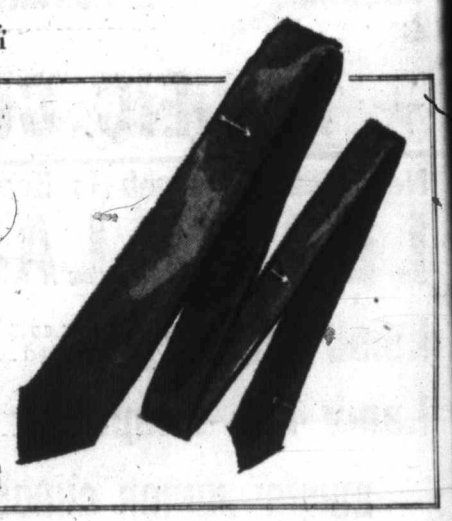
Gift Panties

Choose from our Valentine selection of pretty gift panties . . . gay ski scenes and ribbon trim. Pair **1.99**
Pretty rayon briefs with jewel-eyed cat trim. Pair **99c**
Permanently pleated briefs with elastic waist and lace trim. Pair **1.00**
Gay red sparkly briefs with elastic legs and waist. Pair **1.50**
Rows of permanently pleated nylon and lace, lace trim and elastic waist. Pair **1.99**
Sizes small, medium and large, collectively.

Men! Don't Let the Feminine Frippery Frighten You!
If you don't care to shop in person for lacy lingerie . . . a quick call to EATON'S Personal Shopper will solve your problem . . . just whisper what you would like her to buy . . . and next thing you know it's delivered to your office or home . . . ready gift-wrapped, if you wish. Phone EV 2-7141.

EATON'S—Lingerie, Second Floor, Phone EV 2-7141

Choose a Special Valentine Tie



Here's a gift that's bound to delight him . . . a gay red tie to wear on Valentine's Day, or choose one of the specially designed ties for Valentine's Day. Rayon or cotton fabrics.

Each **1.50**

EATON'S—Men's Wear, Main Floor, Phone EV 2-7141

Oh, That

Heavenly Glow

Helena Rubinstein's New Compact Make-up

Gives You Young, Dewy Bloom, Doesn't Dry Skin!

An exclusive scientific blend of powder and moisturizing foundation. Heavenly Glow helps protect the skin's natural moisture and oils . . . does not dry your skin like other compact make-ups.

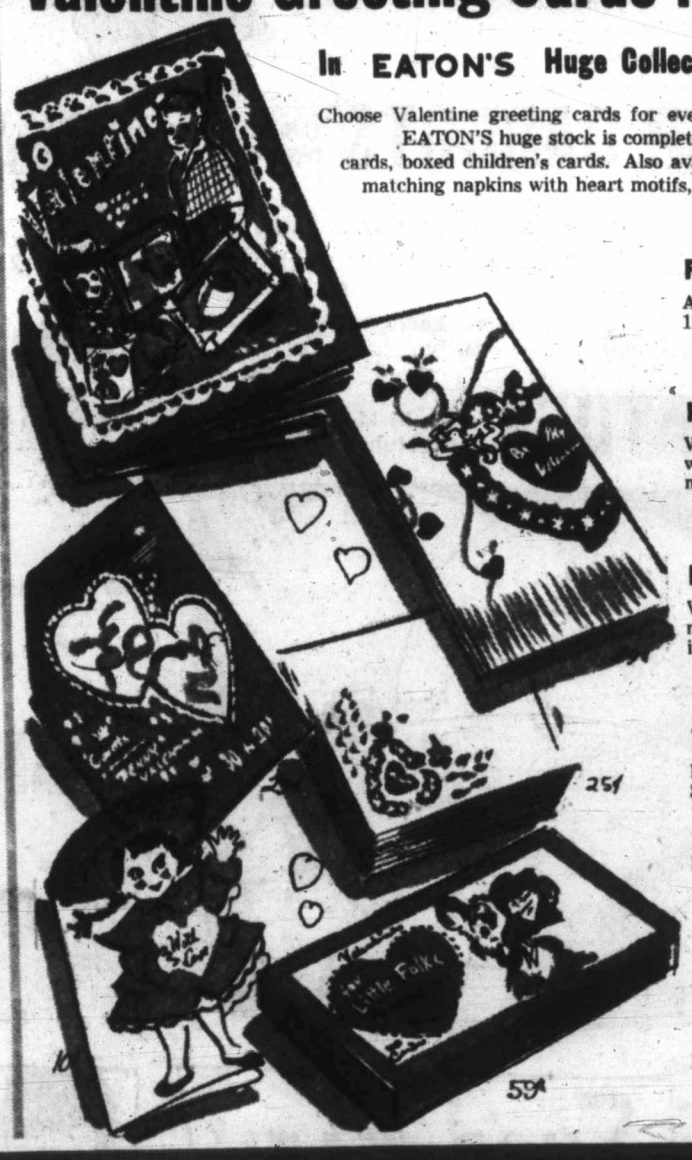
Heavenly Glow actually smooths and softens every minute it's on. What's more, only make-up this fine can cover your skin so evenly that freckles or tiny lines disappear. You'll be grateful for Helena Rubinstein's decades of research into skin beauty when you see that fresh, natural, young look—feel that new softness—wear that Heavenly Glow! Nine true-to-your-skin tones are glowing in a refillable jeweller's compact . . . a high fashion beauty.

each, **1.75**

EATON'S Pharmacy Limited, Main Floor, Phone EV 2-7141

Valentine Greeting Cards for Everyone

In EATON'S Huge Collection



Choose Valentine greeting cards for everyone you know . . . now while EATON'S huge stock is complete. Assortment includes individual cards, boxed children's cards. Also available are party table cloths and matching napkins with heart motifs, cupids and hearts for decorating.

For Children
Assortment box with 12 cards and 12 matching envelopes.
Box, each **59c**

Novelty Valentines
With gay "fuzzy" finish. Complete with envelopes. 25 cards with matching envelopes.
Box, each **59c**

Kiddies' Valentines
Variety of 25 valentines with matching envelopes. Assortment includes one for teacher.
Package, each **39c**

Table Cloths
Printed with gay Valentine motif. Sturdy paper. Size 54x88.
Each **39c**

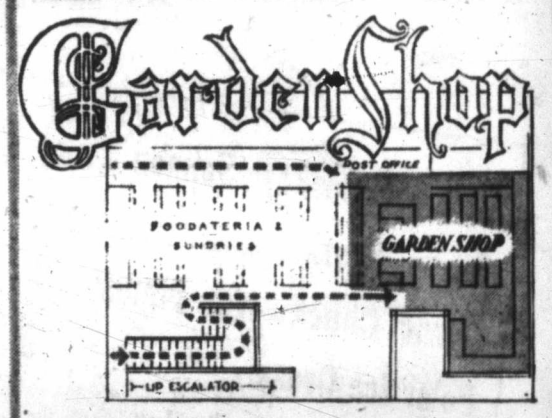
Napkins, to match cloth, 30 to package.
Each **25c**

Valentine Cutout Books
40 Valentines to a book. each 25c

Also a wide selection of greeting cards with suitable verses for everyone you know. each 5c to 1.00

EATON'S—Stationery, Main Floor, Phone EV 2-7141

EATON'S



Gardeners, Note This Change!

EATON'S Garden Shop Has Changed Location

Now located on the lower main floor, next to the Sub-Post Office.

See and choose from our complete selection of garden tools, EATON seeds and the Butchart Gardens flower seeds.

Just Arrived

Begonias
A new, extra large blooming flower in Fimbriata (frilled) or Pendula (hanging). Each
20c
Begonias. Miniature variety. Each **20c**

Gloxinias
In pink, scarlet, dark rose shades. Also blue bordered white, tiger laced and spotted, or pale blue, violet purple, dark blue and red bordered white. Each
25c

EATON'S—Garden Shop, Lower Main Floor, Next to the Sub-Post Office, Phone EV 2-7141

It Pays to Shop at EATON'S

Store Hours: 9 a.m. to 5.30 p.m. daily. 9 a.m. to 9 p.m. Friday.
Telephone EV 2-7141 or Toll-Free Zenith 6100.

THE T. EATON Co CANADA LIMITED